

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Festival on the Green Subcommittee
Monday, August 2, 2010
Partnership Offices
1244 Storrs Road (Storrs Commons)
(860) 429-2740
5:00 p.m.
Minutes**

Present: Betsy Paterson, Jim Hintz, Bruce, John, Deb McCrackan, Barry Schreier, and Kristin Schwab

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Betsy Paterson called the meeting to order at 5:00 pm.

2. Public comment

There was no public comment.

3. Minutes

Kristin Schwab moved to approve the Minutes from July 19, 2010.

Bruce John seconded the motion.

The Minutes were approved.

4. Review Task List

Advertising: Ashley Fraser reviewed the advertisements and noted that she needed to update the logos. She said the ads will begin running during the last week of August and continue through the first two weeks of September. She added that the Celebrate Mansfield Weekend brochure is updated with one logo left to confirm. **She will send the final version to Kathleen Paterson for printing [Done].**

Jim Hintz requested that Ms. K. Paterson send both the flyer and the brochure to him electronically. **[Done]**

Ms. Schwab said she would make changes to the map and would send the final version to Cynthia van Zelm and Ms. Fraser for making the sign [Done].

Art: Ms. K. Paterson reported that 23 artists had submitted 87 pieces for consideration for the Juried Art Show. She added that the selection committee would meet in the coming weeks to review the submissions.

Music: Mr. John explained that he spoke with David Foster, who will be bringing some more special guests with him.

The committee discussed the layout of the stage with the intent of creating enough space for the dancers and band equipment. **Ms. van Zelm will confirm with Curt Vincent and Ralph Pemberton whether or not there are more stage sections available [Done].**

Barry Schreier suggested inviting a student improv group to perform. He explained that the performances are participatory and that children could be involved.

The committee asked Mr. Schreier to invite an improv group [Done].

Mr. John will check with Shaboo productions about the sound system and will ask David Mills about playing the song “Downtown” [Done].

Parade: Mr. Schreier reviewed the list of potential participants through which he and Tom Birkenholz are working.

Ms. Paterson said that she spoke with UConn President Phil Austin about being in the Parade; he said he would consider it.

The committee discussed the plans for the grand stand for the Parade.

Ms. van Zelm will ask Lon Hultgren if it is possible to set bleachers up for the grand stand [Done].

Mr. Schreier said he would walk to the route to find a suitable place for the bleachers [Done].

Ms. Schwab suggested setting the bleachers up across from the balloon arch on the High School’s side of the street.

Ms. van Zelm reported that Mr. Vincente has a microphone and speaker system that can be used for the grand stand. **Ms. van Zelm will ask Mr. Vincente if it is on a battery or requires electricity [Done].**

Ms. Schwab suggested tying balloons to the bleachers and placing a couple of sandwich boards near them to make them more festive.

Ms. van Zelm will ask Susan Magoon for three more bundles of balloons [Done].

Mr. Schreier said that he needs volunteers to wear the vegetable and hippo costumes.

Mr. Hintz reported that the UConn mascots, both the costumed Jonathan and the “real” Jonathan, will be in the Parade.

Mr. Hintz explained that the Athletics Department informed him that the UConn Women’s Basketball Team cannot march with the high school and middle school teams because of NCAA recruiting regulations. **Mr. Hintz said that he will submit the compliance paperwork [Done].** He added that he should know more following an upcoming meeting with UConn.

Set-up: Ms. Schwab reported that she made only minor changes to the 2009 map. She added that she requested two dozen mums from Nick Petit; she had not yet heard back from him **[Confirmed via email on August 3 that Mr. Petit will provide mums].**

Vendors: Ms. K. Paterson reported that if everyone who has expressed interest to date signs up, then there are only five spaces remaining. She noted that some new vendors have signed up, including the Connecticut State Museum of Natural History at UConn, the Town of Mansfield Fire Department, and the University of Connecticut Student Government (USG).

Volunteers: Ms. K. Paterson said that people had started to respond to the various requests for volunteers. She said that two Area Captains are set: Curt Hirsch and Chris Kennedy. She added that June Krisch would be helping out in the office, and Jessie Shea would help in the office, too, if the Town's Relay for Life team does not have a booth.

Ms. Paterson will look for a third person to assist in the office.

Ms. K. Paterson said that she expects more people to sign up to volunteer in the coming weeks.

Food: Ms. K Paterson reported that Jack Rabbits is set for a booth.

6. Celebrate Mansfield Weekend update

Vintage Mansfield: Ms. K. Paterson said that the invitation should be mailed to all Partnership members by the end of the week. She reminded the Committee that the event sold out quickly in 2009. Ms. K. Paterson added that the event is open to the public and will be advertised to everyone; extra invitations will be available in the Partnership office.

Picnicpalooza!: Ms. K. Paterson said that she and Sara-Ann Chaine would discuss signage and other items at an upcoming meeting.

Ms. Schwab suggested inviting the E.O. Smith Track and Cross Country teams to have a booth at Picnicpalooza! or at the *Festival*. **She will discuss the idea with Dermot Pelletier and explain the need for an activity at the booth.**

Ms. K. Paterson said that there is space available near the other E. O. Smith sports teams in the Children's area. S

7. Other

Ms. K. Paterson reported that John Bell from the Ballard Institute and Museum of Puppetry (BIMP) is working with Jay O'Keefe at the Mansfield Community Center to reserve space for the Community Puppet-Building Workshop. The Workshop will take place on Saturday, Sept. 4 and Sunday, Sept. 5; the times have yet to be determined. Ms. K. Paterson explained the publicity efforts to promote the workshop and noted that the puppets will be displayed at the *Festival*.

8. Adjourn

The meeting adjourned at 6:10 pm.